

AEB 4325: CONTEMPORARY ISSUES IN AGRIBUSINESS MANAGEMENT

SPRING SEMESTER 2014, T-R, 4:05-5:20PM, ROOM MCCARTY HALL A 2196

Instructor – Brandon R. McFadden, Ph.D.
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Office Hours: T-R, 1:00-3:00pm, or by appointment

COURSE OBJECTIVES: A capstone course utilizing economic concepts to address the interaction between the political process that legislates domestic agricultural, environmental and international trade policy, micro and macroeconomic principles, private business decisions taken by firms in response to public policies, and ethical considerations in developing and implementing public policy.

Students are expected to be highly committed to preparation for and actively engaged in class activities, and to show professional courtesy to classmates and the instructors by avoiding distractions of email, texting, etc. The goal is to help prepare students for the transition from college to a professional work environment, through application of economic theory and concepts. Students will be challenged to:

- Prioritize current information related to agribusiness and resource management from multiple sources.

COURSE MATERIALS:

Required Text:

The Armchair Economist: Economics & Everyday Life, Steven E. Landsburg. Make sure to get the “Revised and Updated for the 21st Century” edition.

The Food Police, Jayson Lusk.

The Good Food Revolution, Will Allen.

Lecture Notes: As the semester progresses, most lecture material presented in class will be available through the UF E-Learning System in Canvas.

Course Web Site: Throughout the semester, we will use our course Canvas website. If you cannot access the course website, contact the instructor or the computer services help line at 392-HELP.

Recommended Supplements: Twitter account and a RSS reader.

COURSE WORK:

Attendance and Discussion Participation: Thoughtful contribution during class discussion is essential for successful completion of the course. It is only through contribution that you show daily command of assigned readings and more generally, the issues addressed in class discussions

Good attendance is expected. Students will be allowed to drop one missed class. Exceptions to this policy will be made per the University's attendance policy, which allows for specific cases of excused absences (e.g., religious holidays, military obligation, and special curricular requirements). However, I expect advanced notice of any anticipated absences and appropriate documentation will be expected. Note, excused absences do not exempt the student from completing the assigned task. If a student wants credit for a missed assignment, the student must complete that work. You are responsible for all in-class material presented and for all assignments of out-of-class work. If you miss a class, it is your responsibility to get lecture notes from colleagues and be aware of any assignment(s) that is (are) due.

Exams: There are two examinations during the semester. Tentative dates for exams are listed at the end of the syllabus.

Book Reports: The purpose of these individual reports are to practice writing when discussing economic and agribusiness issues. Reports should be three to five pages in length. This requirement is brief enough that I do not want to read any fluff or filler. The reports should consist of well thought out ideas that are substantiated by economic theory or literature. I do not want a summary of the book!!! Tentative dates for book reports are listed at the end of the syllabus.

Issue Reports: The purpose of these reports are to give you some experience with thinking about the complexities of a timely issue in a team format. It is your responsibility to communicate/meet with your team members from the beginning of the semester.

Food Technology

Hemp and Marijuana

The Responsibility of a Food Company

Food Nutrition and Safety

GRADING:

Attendance	40%
Book Reports, combined (individual)	20%
Issue Reports and Presentations, combined (team)	20%
Exams, combined	20%

Course grades will be assigned based on the following lower bounds (note, "rounding up" is not done):

A	92%	B-	79%	D+	66%
A-	89%	C+	76%	D	62%
B+	86%	C	72%	D-	59%
B	82%	C-	69%	E	0%

CAMPUS HELPING RESOURCES:

Several resources are available on campus for students, especially if academic performance is at stake. In general, the Dean of Students Office provides a hub for these services: Location: P202 Peabody Hall Dean of Students Office (<http://www.dso.ufl.edu>) Telephone: 392-1261

Students with disabilities are encouraged contact the Disability Resource Center and coordinate the needed accommodations. This includes registering disabilities, recommending academic accommodations within the

classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Please contact this office at 0001 Reid Hall, 392-8565, www.dso.ufl.edu/drc/.

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources (<http://www.dso.ufl.edu/supportservices/campuscounseling.php>). Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance. These resources include:

Counseling and Wellness Center (<http://www.counseling.ufl.edu/cwc/>) Location: 3190 Radio Road Telephone: 392-1575

Student Health Care Center (<http://shcc.ufl.edu/>) Location: SHCC Infirmary Building Telephone: 391-1161

Career Resource Center (<http://www.crc.ufl.edu>) Location: 1st Floor (CR-100), Reitz Union CR-100 Telephone: 392-1602

Academic Honesty:

Academic Honesty (<http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php>). The academic community at UF prides itself on intellectual growth as well as stimulating and encouraging moral development. This is accomplished through nurturing and maintaining an environment of honesty, trust and respect. The responsibility to maintain this environment falls with student as well as faculty members.

Students who enroll at UF commit to holding themselves and their peers to the high standard of honor required by the Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. Thus, on all work submitted for credit, the following pledge is implied: "On our honor, I have neither given nor received unauthorized aid in doing this assignment." Moreover, any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action.

Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XIV of the Student Conduct Code. For example, conduct such as cheating and plagiarizing constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017), which will be vigorously upheld at all times in this course.

Student Responsibility: Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean or Student Honor Court.

Faculty Responsibility: Faculty members have a duty to promote honest behavior and to avoid practices and environments that foster cheating in their classes. Teachers should encourage students to bring negative conditions or incidents of dishonesty to their attention. In their own work, teachers should practice the same high standards they expect from their students.

Administration Responsibility: As highly visible members of our academic community, administrators should be ever vigilant to promote academic honesty and conduct their lives in an ethically exemplary manner. (Source: 2012-2013 UF Undergraduate Catalog).

The above policies will be vigorously upheld at all times in this course.

TENTATIVE IMPORTANT DATES:

January:

- 20 Guest Lecturer – Allie Ricker, EdS
- 27 Guest Lecturer – Chuck Adams, PhD
- 29 Guest Lecturer – Chuck Adams, PhD

February:

- 3 Guest Lecturer – Connor Mullally, PhD
- 10 Guest Lecturer – Bill Messina
- 12 The Armchair Economist Book Report Due
- 17 Guest Lecturer – Matt Mitterko
- 26 Exam 1

March:

- 3 Spring Break
- 5 Spring Break
- 19 The Food Police Book Report Due
- 24 Guest Lecturer – Kelly Grogan, PhD
- 26 No Class

April:

- 2 Issue Debate
- 7 Issue Debate
- 9 Issue Debate
- 10 Drop Deadline
- 14 Issue Debate
- 16 The Good Food Revolution Book Report Due
- 21 Exam 2